

EMAIL PITCH: For Investigative YouTubers

Target Creators: Dhruv Rathee, Mohak Mangal (Soch), PeepalCo, Coffeezilla, Nitish Rajput, Think School **Subject:** EXCLUSIVE PITCH: The ₹8,000 "Bait & Switch" Scam in India's ₹60,000Cr Astro-Tech Industry

Hi [Creator's Name / Research Team],

I am a huge fan of your deep dives into corporate fraud and consumer rights. I am writing to you on behalf of **The Digital Consumer Watchdog Group**, an independent research collective.

We have just concluded a massive, multi-month investigation into the dark side of India's booming digital astrology industry, and we have compiled a "smoking gun" dossier that we believe is perfect for your next video essay.

While the media praises "Astro-Tech" startups for their massive VC funding, the consumer reality is a highly optimized, predatory funnel designed to exploit people during their most vulnerable moments (job loss, health crises, divorce).

The Core Case Study: Lunar Astro & Deepanshu Giri To illustrate this systemic fraud, our research highlights prominent platforms like Lunar Astro. They utilize a classic "bait-and-switch" tactic.

Here is a verified, documented example from our dossier:

- **The Bait:** Consumers pay exorbitant premium fees—**₹8,000 for a 15-minute phone call**—trusting the brand reputation of the founder, Deepanshu Giri.
- **The Switch:** Instead of an expert, the consumer is handed off to an anonymous, amateur trainee. One victim noted: *"The consultation is provided by very amateur astrologers who are learning at our expense."*
- **The Harm:** In one devastating case, a user paid ₹8,000 for career advice. The amateur predicted a positive "job change" by April 30th. Instead, the user was **laid off** on that exact date.
- **The Ghosting:** When the devastated user contacted the Lunar Astro grievance team for a refund or a proper reading, they were met with absolute silence. No emails, no calls. They took the money and vanished.

Why This Matters for Your Audience: This isn't just about one bad reading; it's about a ₹60,000 Crore unregulated industry operating like a gig-economy call center. Platforms are charging corporate lawyer rates (₹32,000/hour effectively) for trainees to practice on vulnerable Indians, with zero accountability or refund policies.

We Have Done the Heavy Lifting for Your Team: If you are interested in covering this, we can immediately provide your research team with:

1. **An Immutable Evidence Locker:** 40 fully documented, archived case studies and screenshots (so they can't be deleted by PR teams).
2. **A Comprehensive White Paper:** Detailing the mechanics of the fraud, including fake review generation and fear-based upselling across the broader industry (including Astrotalk and AstroYogi).
3. **Financial Context:** Data on how these platforms monetize vulnerability.

This story has all the elements of a viral investigative piece: corporate greed, exploitation of faith, and a desperate need for consumer awareness.

Are you or your research lead available for a quick chat this week? I can send over the Google Drive link with all the evidence immediately.

Best regards,

[Your Name] Lead Investigator, The Digital Consumer Watchdog Group [Contact Number] [Link to your research portal/website]